

ABSTRACT

An advertisement providing method is capable of providing information from an advertiser by selecting information adapting to the customer in response to a demand for information from the customer from the customer, efficiently. The method comprises checking whether a customer on access has a contract for using the information, permitting access to the information when the customer holds contract for using the information, for permitting retrieval of information registered as advertisement information by an advertiser depending upon the demand of the customer, optionally demanding additional information to the advertiser, delivering resultant information to the customer, and performing billing process for the customer and/or advertiser depending upon access record and delivery record of the customer.